

## **Hisakazu Shimizu Presents New Works in First International Solo Exhibition *FRUITS* and at *Design Miami/Basel***

Sabo Studio is pleased to present an exhibition of works by product designer Hisakazu Shimizu at Galerie VIVID design gallery in Rotterdam, Holland, from July 3 through August 21, 2011.

Entitled *FRUITS*, the exhibition presents Hisakazu Shimizu's newest series of works of the same name. Fascinated by the juxtaposition of fruit, a borderless product of nature, being expressed within the realm of "pop culture", a man-made construction, Shimizu set about producing these pieces with the same aggressive stance as his *Japanese History* series. The exhibition features a wide range of works, from lighting pieces to tableware and clocks.

As a preview of the solo show, some of the exhibition pieces will be on display in Galerie VIVID's booth at the Design Miami/Basel 2011 design fair, taking place in Basel, Switzerland, from June 14 to 18, 2011.

### **Event details**

Title: *FRUITS* – Hisakazu Shimizu / SABO STUDIO

Curator: Galerie VIVID (Rotterdam)

Organizer: Eizo Okada (DEROLL / dezain.net)

Exhibition dates: July 3 – August 21, 2011

Opening reception: Sunday, July 3rd from 4:00 pm

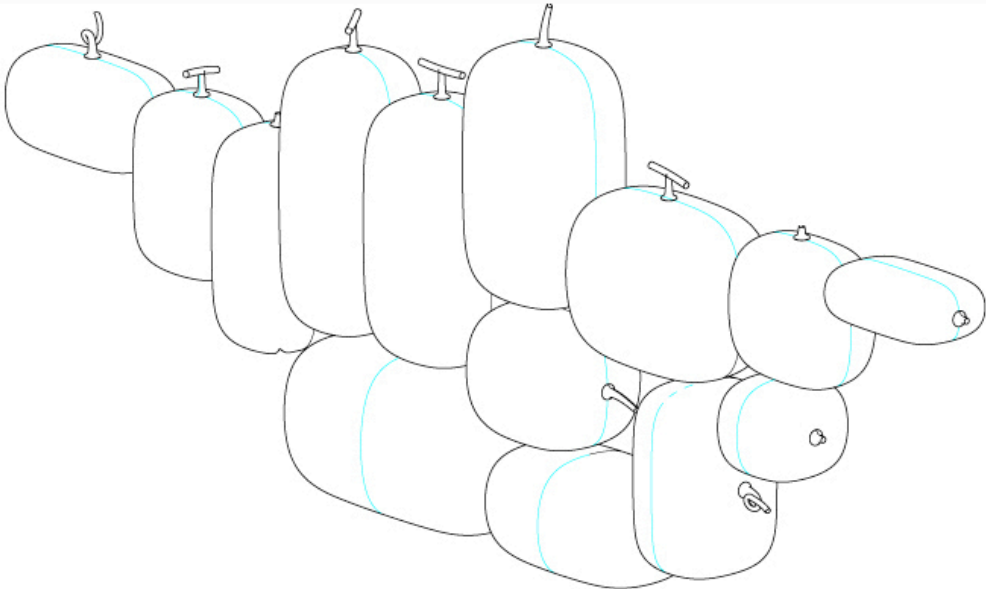
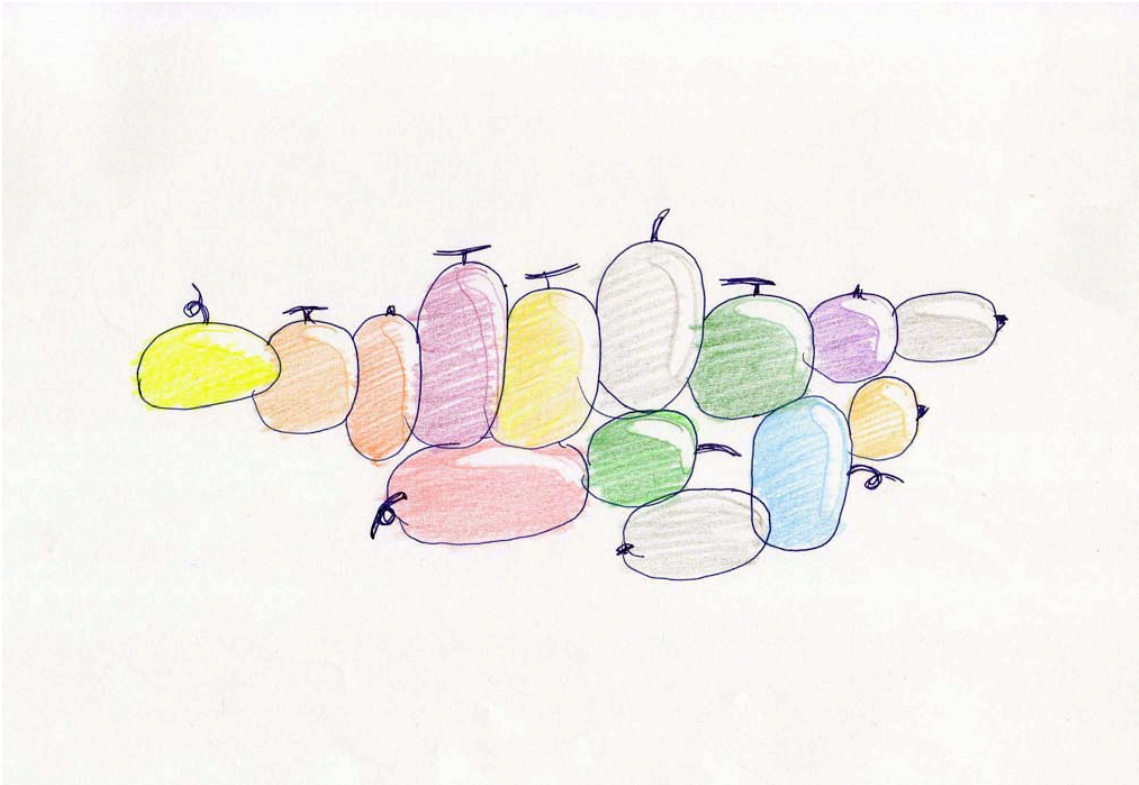
Venue: Galerie VIVID ([www.galerievivid.com](http://www.galerievivid.com))

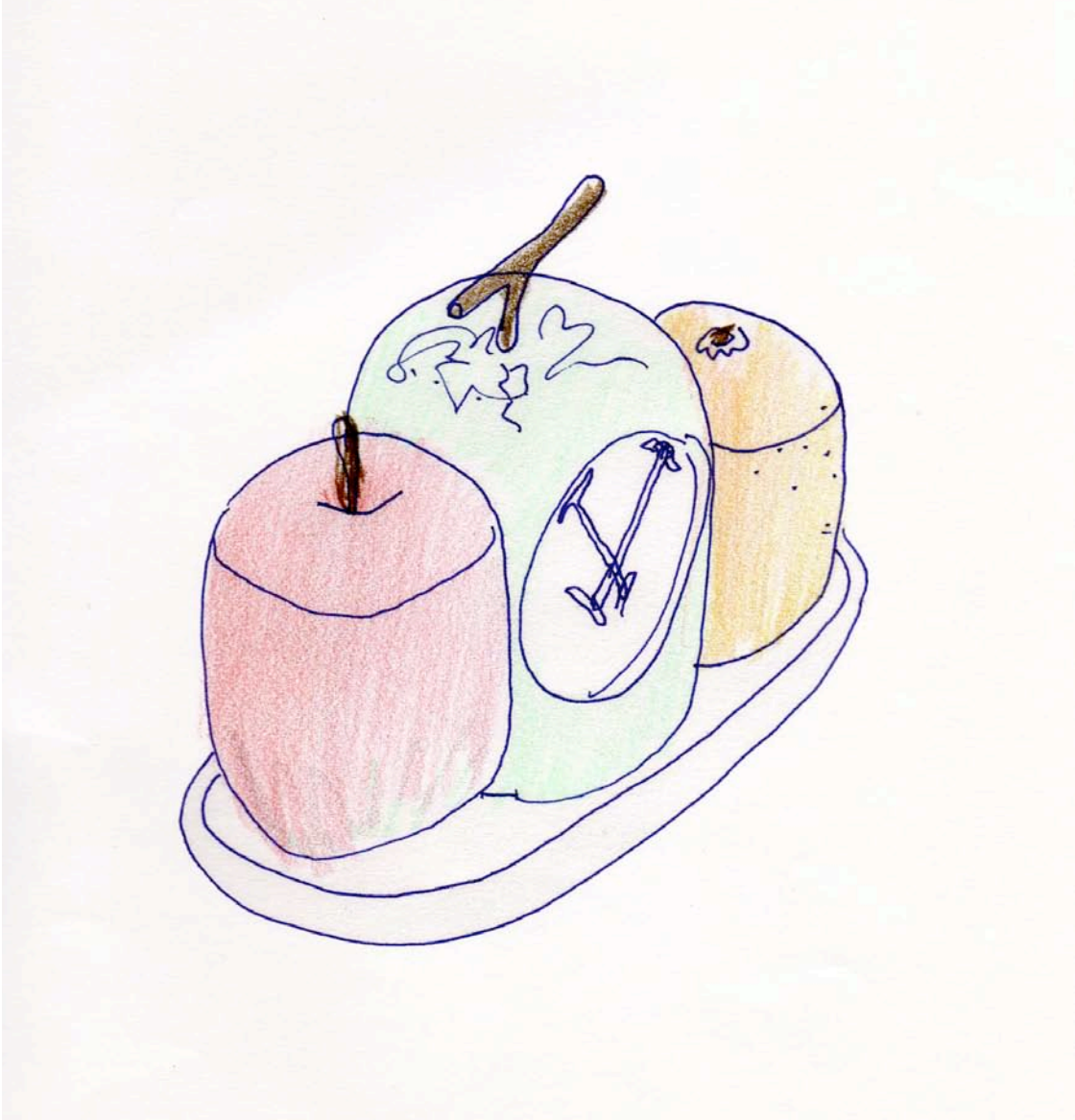
Red Apple building, Scheepmakershaven 17, 3011VA Rotterdam

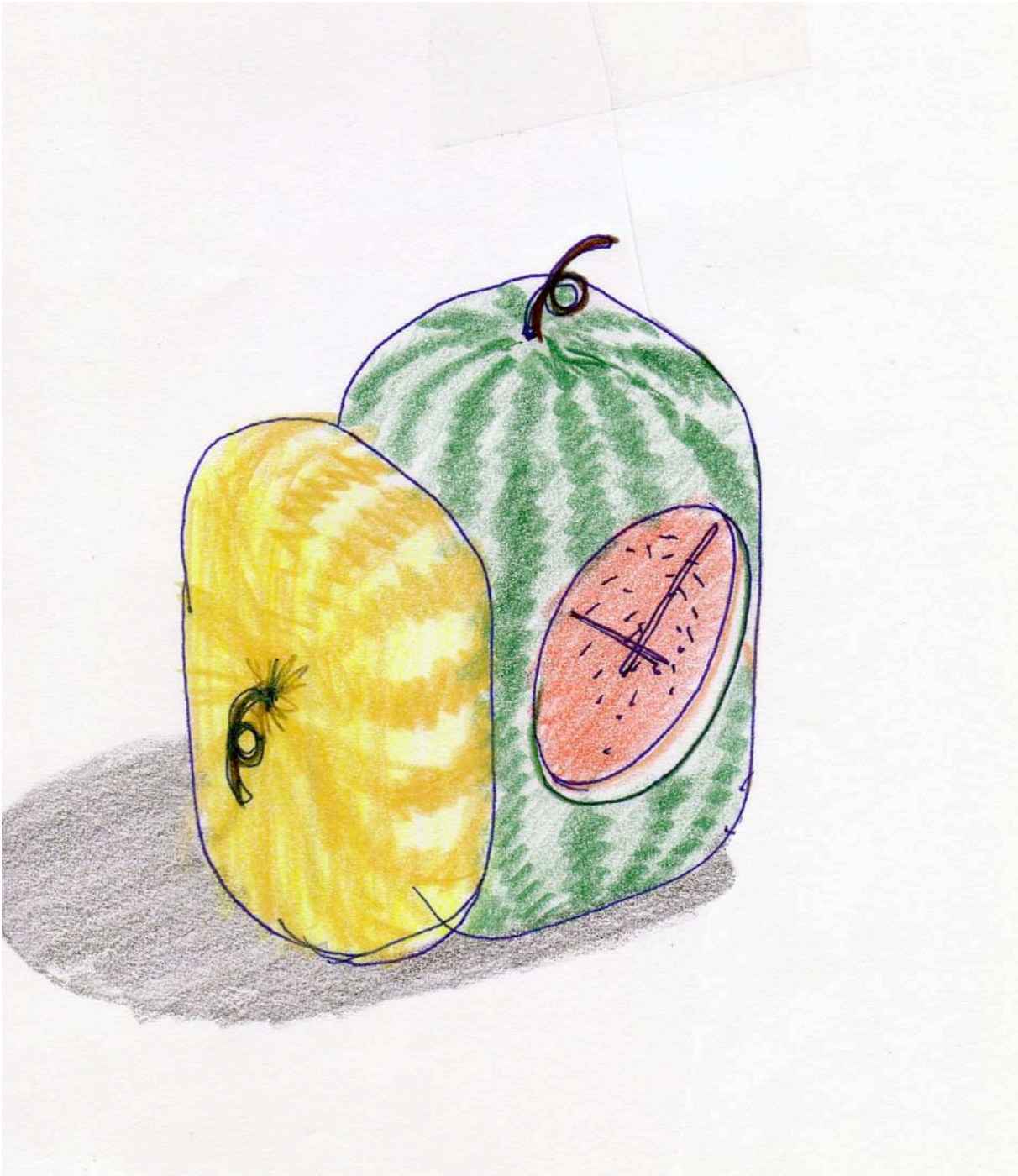
Tel: +31 (0) 10 413 63 21

For further information, please contact Eizo Okada ([okada@dezain.net](mailto:okada@dezain.net)) or Saskia Copper, Galerie VIVID ([s.copper@galerievivid.com](mailto:s.copper@galerievivid.com))

Exhibition pieces (image)







## Artist's Profile

### Hisakazu Shimizu

- 1964 Born in Isahaya City, Nagasaki Prefecture
- 1984 Graduated from Kuwasawa Design College, major in Industrial Design
- 1989 Entered Canon Inc.
- 1993 Received Tanaka Noriyuki Prize at PARCO URBANART #2
- 1994 Received Hibino Katsuhiko Prize at 6th Exhibition of Objet d'art Lights
- 1995 Received iF Product Design Award (Germany)
- 1997 Solo exhibition: *Lovable Bad Design* (Living Design Gallery, Tokyo)
- 1998 Established SABO STUDIO (Tokyo)  
Received Grand Prize at 1st General Goods Design Competition (Japan)
- 2001 Started serial column "MADE IN PEOPLE-Appearance of Daily Life" (vol.89-94),"MADE IN PEOPLE-Lovable Bad Design" (vol.95-118) in the design and architectural magazine *AXIS*  
Received Good Design Award (Japan) for Canon IXY DIGITAL 400 digital camera
- 2004 Received 12th Kuwasawa Prize
- 2005 Received Good Design Award (Japan) and for Canon IXY DIGITAL 600 and Canon IXY DIGITAL L3 digital cameras
- 2006 Received iF Product Design Award (Germany) for Canon IXY DIGITAL 600 and Canon IXY DIGITAL L3 digital cameras  
Participated in *100% DESIGN* exhibition (London) as designer of Ribbon Project
- 2007 Received Good Design Award (Japan) for Canon IXY DIGITAL 10 digital camera  
Participated in *Design: Peak of Good Hope* exhibition (Nagasaki Prefectural Art Museum SFT Gallery).
- 2008 Solo exhibition: *SHIMIZU HISAKAZU EXHIBITION – Things You Have to Love* (THE NATIONAL ART CENTER, TOKYO, SFT GALLERY)  
Received Good Design Award (Japan) for Canon IXY DIGITAL 20 IS digital camera  
Solo exhibition: *DEROLL Commissions Series 2: Japanese History* (SPACE INTART, Tokyo)
- 2009 Participated in presentation of Galerie Downtown at Design Miami/ Basel
- 2010 Solo exhibition: *Hairstyle Mirror Shimizu Hisakazu (@btf, Tokyo)*  
Solo exhibition: *Memories – Shimizu Hisakazu's Mysterious Mirrors and Spoons* (IDEE SHOP, Tokyo)  
Participated in *Lovable Bad Design Workshop Exhibition: From Past Memory to Future* - a joint design experiment with employees involved in good product design and concepts (MUJI Roppongi Midtown store, Tokyo)  
Participated in *Products Made from Cardboard and or-ita* exhibition (Tokyo)  
Participated in SO+ZO exhibition *The Past and Future of Shapes that Break New Ground 1960s→* (Bunkamura The Museum, Tokyo)
- 2011 Participated in *Secret of Love Workshop* presenting seven forms of love by seven artists (HEP HALL, Osaka)

## Director's Profile

### Eizo Okada

Design Director. Associate Professor of Graduate Studies, Kyoto Institute of Technology. Born in Fukuoka in 1970. Completed PhD studies (research doctorate) at Chiba University. Has directed various projects, including *Ribbon Project* and *DEROLL Commissions*, while carrying out research focusing on social processes involved in design. Maintains the design news site *dezain.net* and has also written numerous pieces for design magazines and other related media.